

To: Keeney, David  
From: Campbell, Judy  
Edited: 3/19/98 9:37  
Subject: SUPERMARKET PROMO #800220

HI DAVE,

REMINDER - I WILL NEED YOUR STORE LISTS (PER MY LETTER OF 3/10/98)  
BY FRIDAY, 3/20/98, IN ORDER TO PLACE DISPLAY ORDERS AND FORWARD  
CORRESPONDENCE TO REGION PERSONNEL.

THANKS,  
JUDY

P.S. DIDN'T 'A. KEENEY' FINISH AHEAD OF YOU LAST YEAR TOO??

VM  
Need add'l  
stores/display  
allocations

580 commitment  
420 Used

51861 0921

# DORAL Supermarket Promotions - Second Quarter

Region	Chain	# Stores	# DORAL SKUs
1100 Boston	Hannaford Brothers	150	300
1600 Buffalo	1645 Tops	68	136
	1645 Finast	44	88
	1645 Vix	11	22
	1642 Bi-Lo	70	140
	1642 Big Bear	83	166
	1642 Quality	43	86
	1642 P & C	65	130
	1642 Insalaco	29	58
1700 Pittsburgh	Riser Foods	38	76
	Giant Eagle	50	100
	Giant Foods	80	160
	Weis Markets	150	300
1800 Cincinnati	Marsh	85	170
<b>Total NESA</b>		<b>966</b>	<b>1,932</b>
2100 Winston-Salem	Bi-Lo	257	514
	Ingles	198	396
	Food City	66	132
	Lowes	56	112
	Food Lion	898	1,796
2200 Atlanta	Bruno's	45	90
2900 Richmond	Farm Fresh	36	72
<b>Total SSA</b>		<b>1,556</b>	<b>3,112</b>
5400 S. California	Von's	335	670
5600 Seattle	Albertson's*	0	0
	Safeway-Seattle	176	352
	Safeway-Denver	114	228
	Safeway-Portland	105	210
	Safeway-Phoenix	80	160
5800 Houston	H. E. Butt	230	460
<b>Total WSA</b>		<b>1,040</b>	<b>2,080</b>
6200 Chicago	Fareway	65	130
	Hy-Vee	168	336
6600 Denver	Dillons	66	132
	Dillons-Gerbes	22	44
	Consumer Bogans	42	84
	Town & Country	45	90
	Ramey's	30	60
	Bakers	19	38
	Sixth Street Markets	12	24
	United Supermarkets	24	48
	Beachlers	6	12
	No Frills	9	18
	B & F Foods	11	22
	Smitty's	8	16
	Woods	8	16
	Super H	11	22
	Bratton Foods	10	20
6700 Detroit	Meijer	57	114
	Sun Mgmt.	14	28
6900 St. Louis	Kroger Nashville	80	160
	Dierbergs	16	32
	Niemann	24	48
	Shop'n Save	32	64
<b>Total MWSA</b>		<b>779</b>	<b>1,558</b>
<b>TOTAL</b>		<b>4,341</b>	<b>8,682</b>

580  
420

51861 0922

\* Albertson's (950 stores) participating in DORAL promotions second quarter - TBD  
Minneapolis Region - Supermarket Chains not participating.

rj1001/ccs  
1/13/98